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**ITGA**  
International Tobacco Growers' Association

**ITGA  
AMERICAS  
REGIONAL  
MEETING**  
24<sup>th</sup> to 26<sup>th</sup> April 2025  
Jujuy, Argentina



## **ITGA to Host Public Session on Tobacco Market Trends and Regulatory Challenges in the Americas Region Jujuy, Argentina | April 24, 2025**

The International Tobacco Growers' Association (ITGA) will hold a Public Session as part of its Regional Meeting of the Americas on Thursday, April 24, in Jujuy, Argentina, bringing together government representatives, industry analysts, growers, and regulatory experts to discuss key issues facing the tobacco sector in the region.

The session will begin with a formal welcome from Jujuy's Governor Carlos Sadir, alongside representatives of the Jujuy Tobacco Growers Cooperative and ITGA President José Javier Aranda. The morning will feature a Market Block, offering insights into current trends and future projections for tobacco production and consumption, covered by Ivan Genov, ITGA Manager Tobacco Industry Analysis and Erwin Henriquez, Euromonitor International Head of Nicotine Research.

The latter half of the morning will be dedicated to the Regulations Block, which includes an open discussion panel exploring the impact of global, regional, and local tobacco regulations. Panelists include Mercedes Vázquez, CEO ITGA and Michiel Reerink, International Affairs Director and Managing Director Alliance One International.

This public session offers a platform for transparent dialogue on market dynamics, policy developments, and the challenges facing tobacco producers in the Americas.